

## Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

July 1 – September 30, 2002

The following is a list of the programs broadcast during the period of July 1 through September 30, 2002 which have provided KVOA-TV's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC Television Network News and Public Affairs Programs and Public Service Announcements which may deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DATE &amp; TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime</u> - There is a strong concern about the high rate of violent crime, rape, drug related crime, theft, home burglaries, and adequate police protection.			
Impact	Local PA, 7/21 6-6:30AM, 14 min.	Barbara LaWall, Pima County Attorney	A discussion of recent legal issues affecting death row inmates and the possible impact it will have on death row inmates. Other discussion on crime topics including a proposed legislative special session on sentencing guidelines.
Impact	Local PA, 8/1 6-6:30AM, 14 min.	Cheryll Witz (crime victim) and Gary Dhamers (88-CRIME)	A discussion of 88-CRIME, an agency that solicits crime tips from the public, and its ongoing efforts. Included an appeal from the daughter of a homicide victim and information on how viewers can support fundraising efforts for the agency.
Impact	Local PA, 8/25 6-6:30 AM, 28 min.	Viki Sharp, Kevin Whitley, Leo Quesada and Janeen Russel-Sinclair, Pima County Victim Witness	An informational discussion about the Pima County Attorney's Office program, "Victim-Witness" program, which assists crime victims and their families at various points in the criminal justice cycle. Included in the discussion was the need to recruit more volunteers to this program and details on a volunteer workshop.
Impact	Local PA, 9/8 6-6:30 AM, 14 min.	Paul Charlton, U.S. Attorney District of Arizona	A discussion of the U.S. Attorney's role in crime prevention and prosecution. Topics included border crime issues, the federal anti-terrorism task force, and racketeering and violent crime.

EWN 1 on 1 Local PA, 9/15  
6:30-7AM, 28 min. Antoinette Matlines, gem expert and author

A discussion of crimes related to jewels and jewelry, including fraud, misrepresentation, sales pressure, and other consumer topics, as well as rumors regarding a connection between gemstone sales and terrorist groups.

Economy – A concern about the local economy, taxes, cost of living, salaries, the effect of the tighter budgets on charities, and the national debt.

EWN 1 on 1 Local PA, 7/14  
6:30-7AM, 8 min Arturo Gonzalez, author and U/A professor

Discussion of the general economic status of Mexican Americans, the impact of economic downturn on Hispanic citizens, and the economic impact of immigration, both legal and illegal.

EWN 1 on 1 Local PA, 9/1  
6:30-7AM, 7 min. Richard Elias and Frank Felix  
Candidates for Dist 5, Pima County Board Of Supervisors

An informal debate between the Democratic Supervisorial Candidates in District 5, involving a discussion of the metro economy, impact fees and taxation plans to support infrastructure building.

Wall Street Syn. PA, Sunday  
Journal Report 5:30-6AM, 21 min.

A weekly half hour business and economic news program produced by Dow Jones.

Education - A concern about school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.

Impact Local PA, 9/15  
6-6:30 AM, 28 min. Karen Powell, Executive Women International; Jaime Logsdon and Brigitte Routt, scholarship recipients

A discussion of the work of EWI and its scholarship programs for young women. Included information on seeking scholarships and words from scholarship recipients.

Impact Local PA, 7/28  
6-6:30 AM, 14 min. Cynthia Goodman, CEO StoryToons Entertainment

A discussion of the link between music and intelligent growth in infants and a new learning CD produced by StoryToons to stimulate child development.

Impact Local PA, 8/11  
6-6:30 AM, 14 min. Margaret Avery Moon, Desert Institute of the Healing Arts

A look at the Institute's growth as a training and employment institution in the community; the demand for healing arts practitioners, massage therapists and the education involved.

Impact Local PA, 8/18  
6-6:30 AM, 14 min. Leatta Grigalva and Yasel Bischoff  
League of Mexican-American Women

A discussion on the historical and contemporary role of this organization, its scholarship programs, upcoming fundraisers and cultural programs.

Impact Local PA, 9/1  
6-6:30 AM, 28 min. Dr. Nelson de Jesus, therapist

A discussion of this therapist's work in gender differences in communication, including information on styles and approaches, and other opportunities for learning how to handle men's and women's style conflicts.

EWN 1 on 1 Local PA, 7/14  
6:30-7AM, 7 min. Arturo Gonzalez, U/A professor and author

A discussion about the role of education in improving economic conditions for Mexican Americans generally and individually.



EWN 1 on 1 Local PA, 8/18 Regina Kelly, publisher; and Jessica Gugli and Ruby Williams, staff writers, "110 Degrees" Magazine A discussion about Tucson's first magazine produced by teenagers, the purpose of which is to encourage generational communication and exposure to diverse points of view.

EWN 1 on 1 Local PA, 9/8 Samantha Weyer, Assoc. Art Director Arizona Theatre Company A preview of the fall season in theatre and a discussion of the company's educational outreach to children and adults to make the arts more accessible to a broader audience.

Local PA, 9/8 James Gooden, Live Theatre Workshop An exploration of this small theatre arts company, which produces various plays and offers children's services such as stage training, summer camps and a series of family plays.

Employment – A concern about unemployment, new job opportunities, attracting new industries to Tucson, wages and employment practices.

EWN 1 on 1 Local PA, 7/14 Arturo Gonzalez, UA professor and author A discussion about the employment picture for minority populations in the U.S., historically and presently, including issues of discrimination, wage differentials and the role of education in improving wage earning.

EWN 1 on 1 Local PA, 8/18 Regina Kelly, publisher; and Jessica Gugli and Ruby Williams, staff writers, "110 Degrees" Magazine A discussion about Tucson's first magazine produced by teenagers, the purpose of which is to encourage generational communication and exposure to diverse points of view and to give teens exposure to writing careers.

Environment – A concern about the general quality of life, protecting the desert, preserving clean air, disposal of toxic elements and water quality.

Impact Local PA, 7/28 Charles Matthewson, Environmental Planning Director, Pima Association of Governments. A discussion of the Clean Cities Program, sponsored by the US Department of Energy, which has the goal of reducing air pollution through Alternative fuel vehicle transportation.

EWN 1 on 1 Local PA, 7/28 Roger Sedjo, author and environmental consultant, President of the Environmental Literacy Council A discussion about the recent Arizona wildfires and the many forestation policies involved in fire suppression, environmental policymaking and public lands stewardship.

EWN 1 on 1 Local PA, 8/11 Kelly Hanson, Communications Specialist; Tom Hansen, VP and Technical Advisor; Chuck deCourse Electrical Engineer, all of Tucson Electric Power A discussion of alternative energy technology in both application and research stages at Tucson Electric Power Company, including landfill gas energy, solar energy, wind power and energy developed from solid/green waste burning.

Government – A concern about the local government, elected/appointed officials its size, its growth, the conflict between city and county government and the federal government's size, efficiency and growth.

Impact Local PA, 7/21 Barbara LaWall, Pima County A discussion with the Pima County Attorney of a rumored special legislative

	6-6:30 AM, 7 min.	Attorney	session dedicated to sentencing and other criminal justice issues.
EWN 1 on 1	Local PA, 7/28 6:30-7 AM, 14 min.	Roger Sedjo, author and environmental Literacy Council	A discussion on environmental issues currently active at the federal or state levels and public lands stewardship.
EWN 1 on 1	Local PA, 8/7 6:30-7 AM, 28 min.	Cecelia Martinez, Executive Dir. Clean Elections Institute.	A discussion on Arizona's system for publicly financing political campaigns, the Tax funding mechanism for such financing, and pending legal challenges to the system.
EWN 1 on 1	Local PA, 9/1 6:30-7AM, 21min.	Richard Elias and Frank Felix Candidates for Dist 5, Pima County	An informal debate between the Democratic Supervisorial Candidates in District 5, with both candidates detailing their respective agendas for local government.
<u>Health</u> - A concern about the cost of healthcare, a desire for information on the newer techniques, preventive measures that are available and personal fitness.			
Impact	Local PA, 8/18 6-6:30 AM, 14 min.	Jerry & Kathy Zillman, parents of a child who dies of pediatric cancer and founders of Tee Up for Tots; Dr. Ron Bagatell, Pediatric oncologist, University of Arizona	A discussion of the services provided by the local organization, Tee Up For Tots, including family support services, pediatric cancer research and fellowships and upcoming events.
Impact	Local PA, 9/22 6-6:30 AM, 14 min	Cindy Jordan, Events Coordinator, and Robert Levaro, volunteer, Southern Arizona Aids Foundation.	A discussion of the agency's work and increased, unmet need for services in Southern Arizona, including volunteer services and the upcoming AIDS WALK 2002.
EWN 1 on 1	Local PA, 7/21 6:30-7 AM, 28 min.	Bob Brauer, Exec. Director, and Dr. John Galgiani, Valley Fever Center for Excellence; Lisa Shubitz, veterinarian specializing in canine valley fever	A discussion of valley fever infections in the southwest, including information on research, prevention, detection, treatment and economic impact of the disease, in both human and canine populations.
EWN 1 on 1	Local PA, 9/22 6:30-7 AM, 28 min.	Jim Palmer, volunteer; Pam Wood, Vice-Presidents and Dr. Bruce Stewart, all of ALOHA (Adult Loss of Hearing Assn)	A discussion of adult hearing loss, considered by this group to be an underserved local population. Topics included reasons for hearing loss; medical treatment and assistive devices, services offered by ALOHA and the need to expand services through upcoming fundraising events.
<u>For Your Health</u>			
	Local PA, M-F 5-5:30PM, 1:30min/day 10-10:35P, 1:00min/day	Local PA, M-F Eyewitness News Dept.	A daily health insert on various current topics.
Parenting	Syn PA M - F 5-6:30AM, 2x week	Various	A two-minute segment featuring tips on parenting produced by CNN.



6-6:30 PM, 1x week  
2 min/day

Transportation - A concern about Tucson's continuing transportation problems, cross-town expressways, traffic flow control, road maintenance, widening of specific roads, future planning and mass transit.

Water - Since Tucson is a desert community that is still dependent upon ground water, there is a concern about future supplies, the Central Arizona Project, conservation and effluent use including the future use of CAP water, customer service, effluent use in recreational areas and water conservation.

#### **PROGRAM DESCRIPTIONS:**

Impact	A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department featuring interviews with government and community leaders on topical issues.
Eyewitness News One on One	A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department utilizing the interview format that deals in-depth with lead local stories.
The Wall Street Journal Report	A weekly half-hour business and economic show produced by Dow Jones and Company. Scheduled Sat/Sun various times.
Eyewitness News	Regularly scheduled M-F 6-7AM, 7:25-7:30AM, 8:25-8:30AM, 12-12:30PM, 5-5:30PM, 6-6:30PM, 10-10:35PM, Sat. 7-7:30AM Sat. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.